THE BUSINESS OF ART
2009

The university of New England Gallery of Art now has a track record of over ten years of exhibitions --more than 70 shows have been mounted-- with accompanying educational programs all open free of charge to the public. Many of these have been taped for broadcast and shown on the local Community Television Channel 4.

In 2009 this Gallery proposes to mount an exhibition that features works from a number of the commercial galleries in the greater Portland Community. Why commercial galleries? Commercial art galleries all over the world are a phenomenon too little examined. Here we are in Portland, Maine, an arts Mecca with a plethora of excellent Galleries featuring works on paper, photographs, blown glass, sculpture, mixed media installations and, of course, all kinds of paintings, by both emerging contemporary and established artists, living and deceased, priced from low end to the highest end with a great range in between. These business establishments have been created to sell art. In our area this is the arena where big ideas about art are surfaced and promoted, styles are identified, the values of works of art are established, and art trends are set that have a national and international impact.

To be successful an art dealer has to embody some combination of a number of different characteristics – artist, marketer, art expert, nurturer, sales person, promoter, media mogul and hustler even.

In a series of five educational programs during the run of the exhibition the UNE Gallery of Art will invite Gallery Directors to discuss their philosophies –

- why they pick the kind of art they feature (including the works they have chosen to exhibit in this show);
- what they consider their biggest successes and greatest failures;
- which qualities they possess that they deem most important;
- how they have developed their clientele;
- and how this economic climate affects and will continue to impact their business goals.

Some additional questions these dealers will be asked to consider include: Is art a commodity – like gold or oil? How has technology impacted their world? Where and how, in their view, are trends set? What does the future of the commercial art world look like?

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Discussion Participants:

June Fitzpatrick

Peggy Greenhut Golden

Daniel Kany

Susan Maasch

Elizabeth Moss

Edward Pollack

Michael Rancourt

Deb Whitney

Bruce Brown (off camera)

Videographer: Ryan Eling

Editor: Paisley Richard

Audio Visual assistance: Rawley Mossoth

Director: Anne B. Zill **© Zill 2011**

Music excerpts:
Green Onions by Booker T & the MG's
On A Clear Day Frank Sinatra